



# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

Aug. 8, 2013

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## **COVERED CALIFORNIA IS RECRUITING CALIFORNIA LICENSED INSURANCE AGENTS TO JOIN HEALTH CARE ENROLLMENT EFFORT**

*Preregistration Is Available Online for Agents to Obtain Certification and Help Consumers Learn About Covered California and Apply for Coverage*

SACRAMENTO, Calif. — Covered California™ is accepting online preregistration from licensed insurance agents interested in receiving training and certification to help educate and enroll millions of consumers in affordable health insurance plans.

Only licensed insurance agents that are trained and certified by Covered California will be able to sell Covered California health insurance plans in the marketplace. Preregistration allows Covered California to prequalify licensed agents for training and to identify locations best suited to meet the training needs for the agent community.

Covered California Certified Insurance Agents will form a statewide network of trained and knowledgeable professionals to work personally with consumers and small businesses, helping them successfully obtain health care coverage.

Agents will be trained to provide in-person, one-on-one enrollment assistance for both the individual and small business markets in California.

Preregistration for licensed agents is available online at [www.healthexchange.ca.gov/Pages/agents.aspx](http://www.healthexchange.ca.gov/Pages/agents.aspx). Agents should click on the preregistration link to access and complete the form. For additional information, agents are encouraged to review the information posted on the California Health Benefit Exchange website at [www.healthexchange.ca.gov](http://www.healthexchange.ca.gov) or call (877) 453-9198.

(more)

## **About Covered California**

Covered California is the state's marketplace for the federal Patient Protection and Affordable Care Act. Covered California was charged with creating a new health insurance marketplace in which individuals and small businesses can get access to affordable health insurance plans. With coverage starting in 2014, Covered California will help individuals compare health insurance plans and choose the plan that works best for their health needs and budget. A sliding scale of financial subsidies in the form of premium assistance will be available to help reduce costs for people who qualify. Small businesses will be able to purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits.

Covered California is an independent part of the state government whose job is to make the new market work for California's consumers. It is overseen by a five-member board appointed by the Governor and the Legislature. For more information on Covered California, please visit [www.CoveredCA.com](http://www.CoveredCA.com).

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